

GOVERNMENT OF ANDHRA PRADESH.  
ABSTRACT

CINEMAS – Krishna District – Permission to increase rates of admission in all the Screens at M/s Inox Leisure Limited, Urvashi Theatre Complex, Vijayawada – Orders – Issued.

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HOME (GENERAL.A) DEPARTMENT.

G.O.Ms.No. 424

Dated: 15-10-2009.

Read:

1. G.O.Ms.No.75 Home (Genl.A) Dept., dated 09-04-2009.
2. G.O.ms.No.138 Home (Genl.A) Dept., dated 28-02-2009.
3. From the Chief Executive Officer, Inox Leisure Ltd., Andheri (East) Mumbai, representation dated 3-08-2009.

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ORDER:

In the reference first read above, Government have permitted M/s Inox Leisure Urvashi Theatre at Vijayawada a special maximum rate of admission of Rs.80/- (Rupees eighty only) keeping in view of the concept of Multiplex Theatres for three Screens as a single class of admission.

2. The Chief Executive Officer, Inox Leisure Limitedd, Mumbai has represented that they have been operating their multiplex in D.No.26-2-66/A, Andhraratna Road, Gandhinagar, Vijayawada-3. He has informed the facilities that are being provided in the said multiplex are as follows:

1. Luxurious interiors of international standards with fully air-conditioned Auditoriums and lobby.
2. Plush carpeting in the auditoriums.
3. Comfortable stadium style high-back seating with a seat width of 22 inches with comfortable leg space between the rows.
4. Auto Flush Toilet facility with high levels of hygiene in the multiplex and its restrooms through constant housekeeping efforts.
5. Inherently fire retardant seat fabric and drapes.
6. Modern safety and security systems and fire fighting system.
7. Smoke exhaust fans inside all auditoriums and motorized fire dampers in all AHUs.
8. 100% Generator Set facility.
9. All the critical systems have UPS back-up facility hereby enabling uninterrupted movie viewing even during power failures.
10. Emergency lights on invertors all over the property.
11. LED lights on every step riser in the auditorium, seat lights as well as exit signs on invertors.

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12. Efficiently designed acoustic system in all auditoriums, providing patrons with a superior sound quality.
13. Computerized Ticketing Facility.
14. Other modes of ticket booking such as SMS Booking, Home delivery etc. which makes the process of booking tickets easy and convenient for our customers.

3. He has further stated that they have successfully made INOX a place where families including women and children can safely go to watch movies. All of these factors necessitated a high initial investment and subsequently, high operating costs and informed that within the present Government approved rates, they are striving hard to maintain the highest quality of operations and to provide quality services to their patrons. He has also stated that, other states like Maharashtra, West Bengal, Uttar Pradesh, Karnataka, Delhi, Rajasthan, Madhya Pradesh, etc., allow free & flexi pricing and that helps both the patron and them, as they are allowed to differentially price their tickets for different times of the day and different days of the week.

4. The Chief Executive Officer, M/s Inox Leisure Limitedd, Mumbai has further represented that as a multiplex, they would like to enhance the cinema experience by showcasing a diverse selection of movies in different languages and genres for their patrons. Due to limitations on the number of shows, they face a problem in accommodating the large number of new releases every week. Also, over the last few years, average movie lengths have considerably reduced leading to underutilization of their capacity. Since they use mechanized housekeeping equipment for enhanced cleanliness to clean the auditoriums their turn around time is less and coupled with movies being made of a shorter duration these days, more number of movies can be accommodated.

5. He has also requested for permission for more than five shows per day per screen in their Multiplex. He has also stated that the state government will also benefit by means of additional revenue in the form of entertainment tax. Further, it is represented that as these days quite a few movies are coming in 3D, they would like their patrons in Hyderabad also to enjoy the same. A 3D projection system requires a high initial investment. He has further requested to grant permission to have free & flexi pricing and have as many number of shows in a certain time span. If free & flexi pricing is not possible, requested to grant them the permission to charge the patrons Rs.100/- per ticket as rate of admission for all seats. It is also requested to allow them to charge Rs.30/- extra per ticket for a 3D movie over and above the sanctioned ticket rates.

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6. Further an opportunity of hearing was given to the Management of M/s Urvashi Vijayawada to hear the case in person on 09-10-2009 before the Appellate Authority. Government heard the case represented by the Chief Executive Officer of the Inox Leisure Limited, Mumbai. They have further submitted a representation dated 09-10-2009, stating that the following facilities are provided by upgrading the Theatre.

1. Digital Projection System – They have installed state of the art Panasonic DW 700 digital projection systems in our screens. This digital setup dramatically enhances the picture and sound quality, helps in fighting piracy and will enable them to show many national and international movies to the esteemed patrons on the very day of release.
2. Electrical Transformers – They have upgraded to a higher capacity electrical transformer with added safety features.
3. Additional Food Dispensing Points – To help patrons have easy access to the food counters, they will install trolleys for dispensing food items at various strategic locations. This will not only reduce time of dispensing good to patrons but will also enable more patrons to avail of their services during intervals.
4. Seat Service Food items – They have introduced a system of seat service of food items whereby a patron could order food items in the lobby and get the same delivered to him/her at the seat during the interval. This gives a personalized service to patrons and adds to the world class experience.
5. Roving ordering points – The Bluetooth enabled PDAs (Personal Digital assistants) are used as remote extensions of the POS (point-of-sale) software at Refuel, our concessions counter. The PDAs with Wi-Fi (Wireless Fidelity) connection help to bust long queues at the concessions counter to help us serve more patrons faster during rush hours and augment customer delight.

The above, facilities have been incorporated at a substantial investment which has added to both fixed cost and recurring costs on account of maintenance and additional manpower with specialized training to handle these equipments. They have therefore requested to grant them permission to charge free and flexi pricing. If free and flexi pricing is not possible, they have requested to grant them the permission to charge the patrons Rs.100/- per ticket as rate of admission for all the seats, and to allow to charge Rs.30/- extra per ticket for a 3D movie over and above the sanctioned ticket rates and also to have as many shows as possible in a certain time span.

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7. Government examined the request of M/s Inox Urvashi Vijayawada for flexible pricing in the rate of admission, charge Rs.30/- extra per ticket for a 3 D movie and permission to Screen more than (5) shows in a day.

8. Government after careful examination in the request in exercise of the powers conferred in rule ( c ) of sub-rule 3, of rule 11(B) of Andhra Pradesh Cinemas (Regulation) Rules, 1970, hereby allow special rate of admission of Rs.100/- per ticket in all the three screens in M/s Inox Urvashi Theatre, 3-Screen Complex as a single class of admission, at Vijayawada, Krishna District.

9. The other request i.e., flexible price in the rate of admission, charge of Rs.30/- extra per ticket for a 3 D movie, and permission to screen more than (5) shows in a day are hereby rejected in the interest of Cinegoers.

10. The District Collector, Krishna is directed to take action accordingly,

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJAY MISRA,  
PRINCIPAL SECRETARY TO GOVERNMENT.

To

The District Collector, Krishna at Machilipatnam.  
The Joint Collector & Licensing Authority, Krishna District.  
Copy to the Chief Executive Officer, Inox Leisure Limited,  
Andheri (East ) Mumbai.  
Copy to the P.S. to Principal Secretary to Government,  
Home Department.  
Copy to the P.S. to Minister for Cinematography.  
Copy to the C.T.O., Krishna District.

//FORWARDED: BY ORDER//

SECTION OFFICER.